



**FACTORS THAT INFLUENCE PUBLIC AWARENESS TOWARDS TAKAFULINK WANITA  
PLAN OFFERED BY MAA TAKAFUL BERHAD,  
SEREMBAN BRANCH**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE  
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**“DECLARATION OF ORIGINAL WORK”**

**I, NOOR FARIZA EDORA BINTI ZAINUDIN (870415-05-5476)**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the results of my independent work and investigation, excepts where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

### DATE OF SUBMISSION

The Head of Program  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**FACTORS THAT INFLUENCE PUBLIC AWARENESS TOWARDS TAKAFULINK WANITA PLAN OFFERED BY MAA TAKAFUL BERHAD, SEREMBAN BRANCH**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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## **ABSTRACT**

This study is designed to investigate the public's awareness towards Takafulink Wanita Plan offered by MAA Takaful Berhad Seremban Branch. Level of income, educational level and sales promotion are the independent variables. The dependent variable is public awareness towards Takafulink Wanita Plan. The objective of the study are to investigate the level of public awareness towards Takafulink Wanita Plan, secondly to determine whether there is correlation between independent variables and dependent variable and thirdly to determine the rank that influence public awareness towards Takafulink Wanita Plan.

The data set in this study are collected among female employees that work nearby around 1 kilometre from MAA Takaful Berhad, Seremban Branch through questionnaires. 100 respondents in that area had become the sample in this study by answering the questionnaires that randomly distributed.

The findings indicate there is low level of public's awareness towards Takafulink Wanita Plan offered by MAA Takaful Berhad. Besides, all the independent variables has correlation with the public's awareness and educational level is the first rank that influence the public's awareness towards Takafulink Wanita Plan. There are also several recommendations that researcher suggest based on the findings.